

Message Text

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67

ACTION ARA-20

INFO OCT-01 ISO-00 AID-20 CIAE-00 COME-00 EB-11 FRB-02

INR-10 NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12 SPC-03

CIEP-02 LAB-06 SIL-01 OMB-01 CU-04 PA-04 PRS-01

USIA-15 DRC-01 SS-20 NSC-10 STR-08 /160 W

----- 008596

R 011939Z NOV 73

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 0000

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

UNCLAS BRASILIA 7498

PASS TO COMMERCE

E.O. 11652: N/A

TAGS: EGEN, BR

SUBJECT: AMBASSADOR'S MESSAGE FOR "COMMERCE TODAY"

REF: SAO PAULO 2500

1. FOLLOWING IS PROPOSED TEXT TO ACCOMPANY AMBASSADOR'S
PICTURE ON "COMMERCE TODAY" ISSUE ON BRAZIL.

BEGIN TEXT

2. AS THIS ISSUE OF "COMMERCE TODAY" AMPLY INDICATES, BRAZIL
IS AT PRESENT AN IMPORTANT MARKET FOR AMERICAN EXPORTERS AND
ITS POTENTIAL IS GREAT. NATURALLY, THE SAME OPPORTUNITIES
EXIST FOR OTHER EXPORTING NATIONS WHICH COMPETE WITH THE
U.S. FOR MARKETS AROUND THE WORLD. WHILE THE U.S. DE-
PARTMENTS OF COMMERCE AND STATE, AND OTHER GOVERNMENT
AGENCIES, ARE CONTINUALLY IMPROVING THEIR ALREADY IMPRESSIVE
EFFORTS TO ASSIST AMERICAN EXPORTERS AND INVESTORS, IT IS
CLEAR THAT THE SUCCESS OF THESE EFFORTS WILL IN THE END
DEPEND ON THE ACTIONS TAKEN BY THE AMERICAN BUSINESS COM-

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MUNITY.

3. LONG RECOGNIZED AS ONE OF THE MAJOR NATIONS OF THE WORLD IN TERMS OF SIZE AND AS A SUPPLIER OF BASIC COMMODITIES, BRAZIL HAS NOW EMERGED AS ONE OF THE WORLD'S GREAT INDUSTRIAL PRODUCERS. CITIZENS AND FIRMS OF THE U.S. HAVE HAD THE PRIVILEGE OF PARTICIPATING IN BRAZIL'S DEVELOPMENT, BOTH AS CONTRIBUTORS OF CAPITAL AND TECHNOLOGY AND AS TRADING PARTNERS. THIS PARTICIPATION HAS BEEN MUTUALLY BENEFICIAL, NOT ONLY IN THE BUSINESS SENSE, BUT ALSO IN PROMOTING A BROADER DEGREE OF UNDERSTANDING AND COOPERATION BETWEEN OUR TWO COUNTRIES.

4. EXPERIENCE HAS PROVEN THAT SUCCESSFUL PARTICIPATION IN THE BRAZILIAN ECONOMY, EITHER AS AN INVESTOR OR AS AN EXPORTER OF GOODS OR SERVICES, REQUIRES CAREFUL AND INTELLIGENT PREPARATION. TAKING ADVANTAGE OF THE SERVICES AND FINANCING BEING PROVIDED BY OUR GOVERNMENT AGENCIES, USE OF MARKET STUDIES, MAKING WELL-ORGANIZED ON-THE-SCENE BUSINESS VISITS, AND AN APPRECIATION OF THE BRAZILIAN WAY OF BUSINESS OPERATIONS ARE BUT SOME OF THE IMPORTANT PRE-REQUISITES FOR DOING GOOD BUSINESS IN BRAZIL. THE REWARDS, BOTH IN TERMS OF BUSINESS RELATIONSHIPS, PERSONAL FRIENDSHIPS, AND CULTURAL ENRICHMENT, PROMISE TO JUSTIFY THE EFFORT FULLY.
END TEXT
CRIMMINS

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TAGS: EGEN, BR
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